

Marketing Partnerships:

The Western Washington Green Power Campaign



Source: GE Wind Energy

Presentation for:
Ninth National Green Power Marketing Conference
Albany, NY
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Vice President, Marketing and Sales
Bonneville Environmental Foundation



Overview

- Most utilities in the State of Washington are required to offer their customers a voluntary green power option.
- BEF is a supply partner with all of the utilities in the Puget Sound region, including Puget Sound Energy, Seattle City Light, Snohomish County Public Utility District, and Tacoma Power.
- Belo Marketing Solutions, an affiliate of the region's largest TV broadcaster (KING 5, an NBC affiliate), solicited the utilities' and BEF's interest in a green power public information campaign.
- Seattle City Light declined to participate. The remaining partners agreed to collaborate in the campaign.

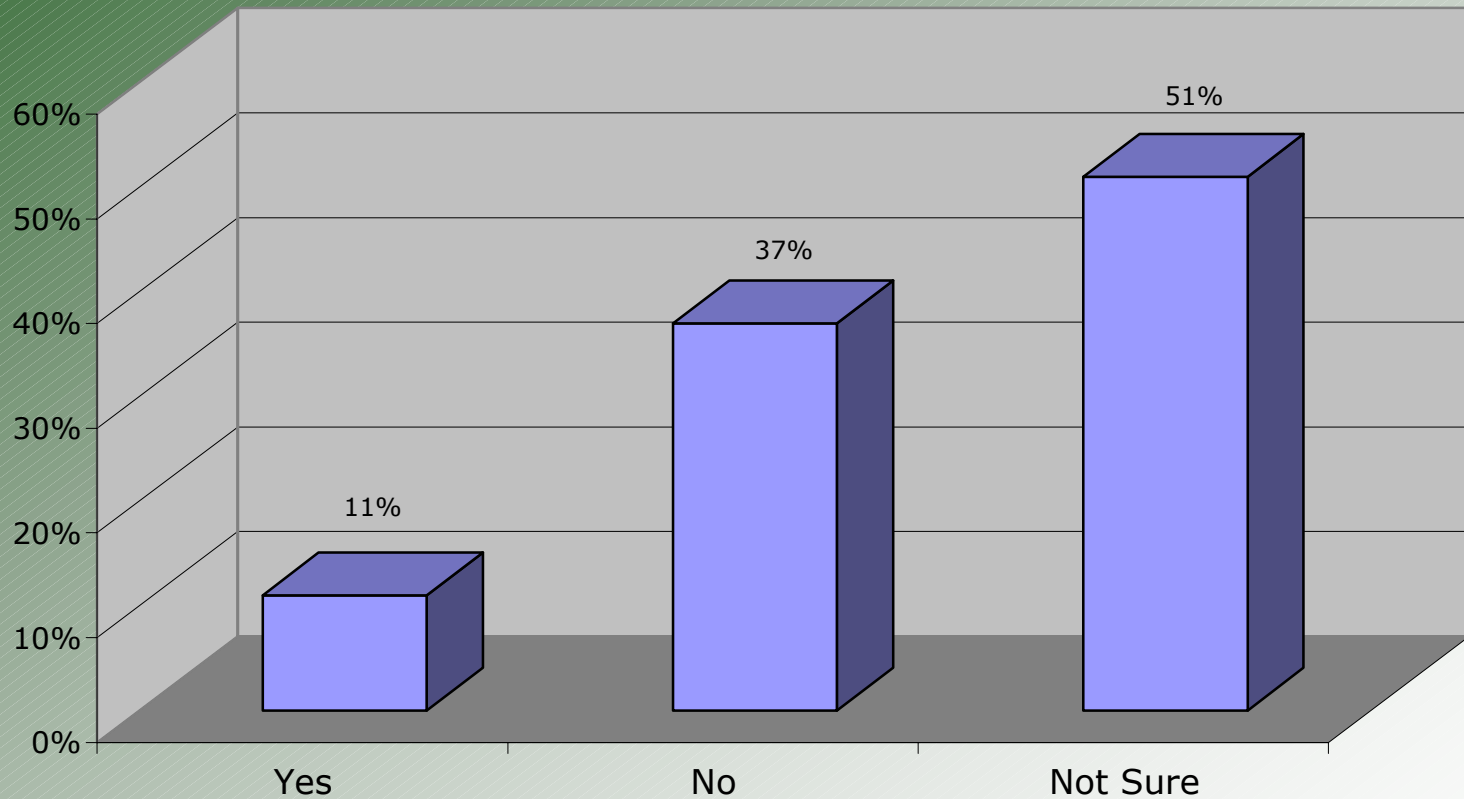
The campaign succeeded in increasing program participation dramatically: The rate of signups almost tripled (relative to previous year), overall participation increased by over 40%, all from a three-month campaign.

Background Market Research

- Belo conducted a survey in October 2003 for benchmarking purposes.
- The survey indicated:
 - 15% said they knew what green power is
 - 63% of those were correct
 - Biggest motivation to use green power was:
 - cleaner air (28%)
 - environment (16%)
 - predictable costs (15%)
 - infinite supply (12%)
 - “feel good” (8%)
 - Biggest reason not to use green power -- by far -- was “can’t afford”
- Other survey results were particularly interesting . . .

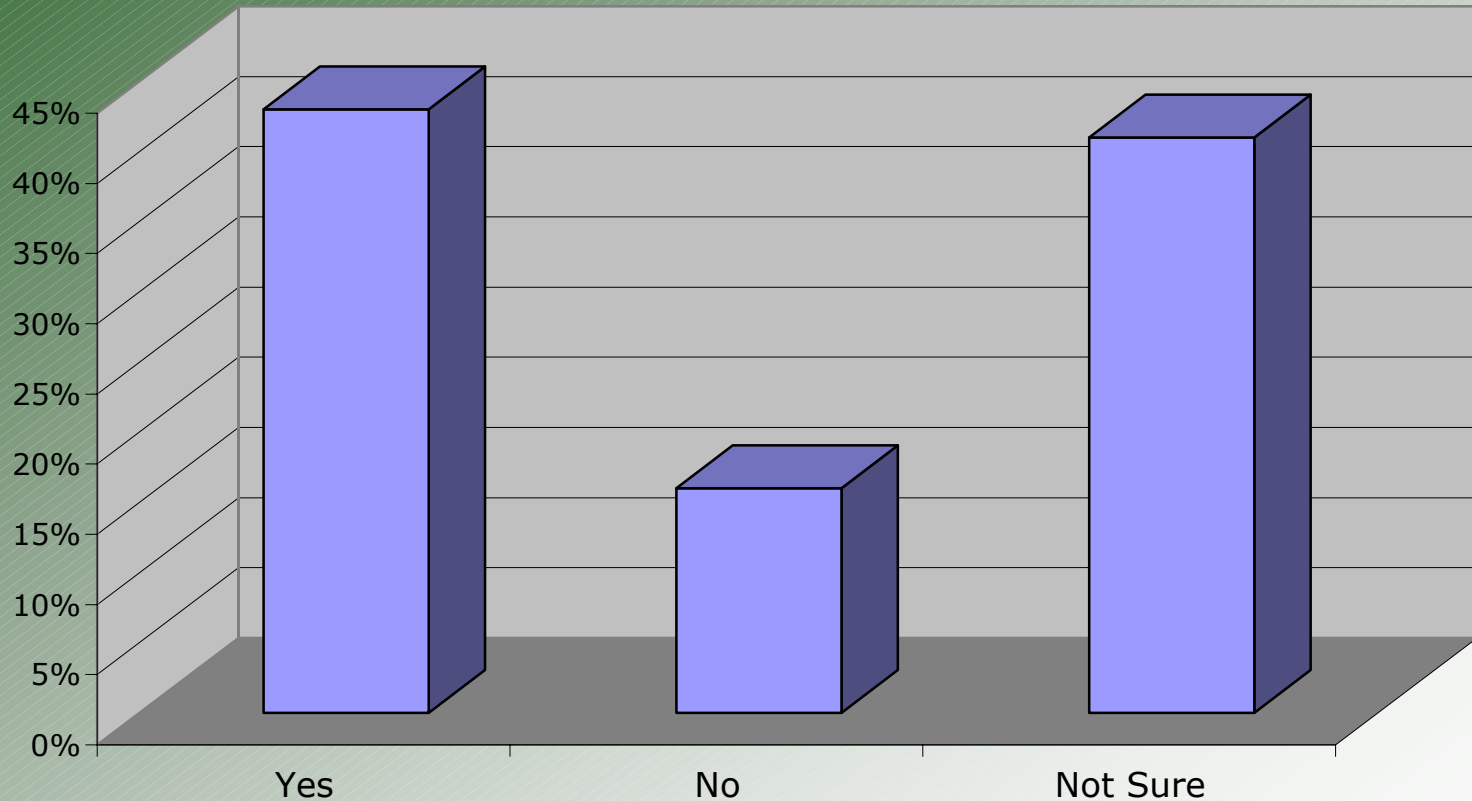
Background Market Research

**Benchmark Survey Question:
"Does your utility offer a green power option?"**



Background Market Research

Benchmark Survey Question:
"If your utility offered a green power option would you choose it?"



Conclusions from Benchmark Survey

- Noreen King, Belo Marketing Solutions:

“The market research indicated that customer awareness of green power programs was pretty limited, but interest in green power was very high.”

“This provided an excellent opportunity to create a coalition to work on a public service campaign to further engage the public and inspire a positive response.”

Elements of the Campaign

The campaign included:

- *A 30-second television spot* designed to reach about 2/3 of Western Washington television viewers
- *A permission-based e-mail campaign* distributed to about 80,000 registered users of the KING 5 website
- *Press releases and associated media coverage*, including a story placed on KING 5's "Evening Magazine" show
- *Utility bill inserts*, distributed to over 1 million utility customers in the region, some of them two or three times
- *A promotional gift pack* including two bags of coffee and a mug from long-standing BEF customer Batdorf & Bronson Coffee Roasters

The Television Spot



Courtesy: Vision Quest

The Web Campaign

The screenshot shows the KING 5.com website interface. At the top, the browser address bar displays 'http://www.king5.com/'. The website header includes the KING 5 logo and a navigation menu with links like 'Home', 'Local News', 'Weather', 'Traffic', 'Sports', 'Biz/Tech', 'National News', 'World News', 'HealthLink', 'Evening Magazine', 'NW Backroads', 'Lifestyles', 'Entertainment', 'Home & Garden', 'Video', 'K5 News Up Front', 'Decision 2004', 'Calendar', 'Lotteries', 'Forums', 'Newsletters', 'Desktop News', 'E-cards *New', 'Day in Pictures *New', and 'Advertising Info.'.

The main content area features a large article titled 'U.S. hands power to Iraq two days early' with a sub-headline 'The U.S.-led coalition transferred sovereignty to an interim Iraqi government two days early Monday in a surprise move that apparently caught insurgents off guard, averting a feared campaign of attacks to sabotage the highly symbolic step toward self-rule.' The article includes a photo of three men in suits. To the right of the article is a 'Doppler' weather forecast for the week of June 28-30, 2004, showing temperatures ranging from 53 to 77 degrees.

Below the main article is a section titled 'Also on KING5.com' with links to 'Accidental leak, not terrorism, killed cows' and 'Improper storage rather than sabotage or ecoterrorism caused a toxic compound to sicken and kill several dairy cows near here, investigators have determined.' There is also a 'Full Story' link.

On the right side of the page, there are several advertisements:

- A 'Comcast High-Speed Internet Sale!' banner offering 6 months of service for \$19.99 a month.
- A 'ClassifiedCenter' section with links to 'cars.com' and 'homecenter'.
- A 'marketplace' section with links to 'RV Center', 'In the Know', and 'Place an ad'.
- A 'That's like filling Safeco Field a hundred times.' advertisement.
- A 'Sign Up For Green Power And Receive A Free Gift!' advertisement.
- A 'Want to Volunteer?' advertisement.

At the bottom of the page, there are more advertisements: 'ON K5 TV' (Evening Magazine, Gardening w/Ciscoe, K5 News Up Front, Incred, Internet Guy, H.S. Sports Blitz, KONG TV, Newslinks/Recalls, NW Backroads, Optimum Wellness, TV Schedule, Jobs at KING, About Us, Contact Us, What's New), 'KING 5.com Desktop Weather', '2004 Athens Games', and 'Public Service Ads by Google'.

This Tile Advertisement Was on the KING 5 Web Site for the Duration of the Campaign

The Web Campaign

Green Power

http://www.king5.com/sharedcontent/prd/king/adv/green/

Apollo Alliance ASES AWEA BEF BigCharts CA Solar Center CRS Intermedia IREC King 5 Green Power

CHANGE FOR THE FUTURE!

A New Generation of Renewable Energy Has Arrived.

WHAT IS GREEN POWER?
Green Power is electricity generated from renewable, non-polluting resources such as wind and solar, which can be used over and over. The more Green Power we use the less we harm the environment.

YOU CAN MAKE A DIFFERENCE.
By signing up for Green Power through your local utility, you can help reduce water and air pollution. Your participation supports the future development of renewable resources, right here in the Northwest.

TOP 5 REASONS TO USE GREEN POWER

- Promotes better health by reducing air and water pollution
- Provides a clean energy source that's environmentally friendly
- Does not deplete our natural resources
- Does not contribute to global warming
- Supports our region's economy

To Sign Up or Learn More About Green Power, Click On Your Participating Electric Utility:

PSE **PUGET SOUND ENERGY** **SNOWHOMISH COUNTY PUD** **PUBLIC UTILITY DISTRICT NO. 1**

T **TACOMA POWER** **TACOMA PUBLIC UTILITIES** **BONNEVILLE ENVIRONMENTAL FOUNDATION**

Not seeing your utility? See information below.

BATDORF BRONSON **Coffee Roasters**

Sign up for Green Power and get this free gift from BATDORF & BRONSON COFFEE ROASTERS, America's First Green-Powered Coffee Company.

*Offer good while supplies last through these participating utilities only

Not seeing your utility? If so, please contact your local utility directly or contact [The Bonneville Environmental Foundation](http://www.snopud.com/?page=15).

Open "http://www.snopud.com/?page=15" in a new window

Clicking on the KING 5 Tile Advertisement Took Visitors to This "Splash" page. Customers Clicked on The Logo of Their Utility (or BEF) for Further Information.



The Web Campaign



Each utility created its own landing page.

Here is PSE's . . .



The Web Campaign

Snohomish County PUD

http://www.snopud.com/?page=15

Google

Apollo Alliance ASES AWEA BEF BigCharts CA Solar Center CRS Intermedia IREC King 5 Green Power

ENERGY RESOURCES

WATER RESOURCES PUBLIC RESOURCES EDUCATION ABOUT THE PUD CONTACT US

ENERGY RESOURCES

Home » Energy Resources » For Your Home » Planet Power Program

Search:

For Your Home

- Energy Conservation Programs
- Energy Conservation Consultation Services
- Energy Conservation Tips
- If the Power Goes Out
- Planet Power Program**
- Online Enrollment Form
- Program Q&A
- Street & Area Lighting
- Equalized Payment Plan
- Senior & Low-Income Discounts
- Frequently Asked Questions
- Dial-Clig
- Net Metering Program
- Surge Protection for Your Home

Planet Power Program

An Easy Way for You to Support the Environment



Snohomish County PUD is partnering with KING5 TV, Puget Sound Energy, Tacoma Power, and Batdorf & Bronson Coffee Roasters to promote green power in the Puget Sound area. We are airing TV ads promoting green power on KING5 TV, made possible by a generous public service grant by Belo Corporation, the parent company of KING5 TV. All customers who sign-up for Planet Power will receive a free gift of two 12-ounce bags of coffee and a mug, compliments of Batdorf & Bronson Coffee Roasters. This is a limited offer and is good only while supplies last.

Why sign up for Planet Power?

We all use electricity in our work and play. We use computers, wash our clothes, cook our dinner, heat our homes, watch TV and read at night. Increasingly, fossil fuels are being used in the Northwest to meet the additional energy consumption that our growing population and activities demand. When using energy from fossil-fuel power sources, these activities produce carbon dioxide pollution, the primary contributor to global warming. If global warming concerns you, you now have the choice to help protect the Earth and its natural resources by participating in our Planet Power program and reducing the region's dependence on fossil fuels.

Contact

Energy Hotline
425-783-1700
M-F, 8a-5p

Toll-free in Western Washington & outside the Everett local calling area at 1-877-783-1008

Related Information

-  Planet Power Newsletter April 2004
-  Bonneville Environmental Foundation
-  More about wind energy

Here is part of Snohomish Public Utility District's . . .

The Web Campaign

Tacoma Power

http://www.ci.tacoma.wa.us/power/greenpower/Default.htm

Home | Site Map | About Us | Contact Us | Search

TACOMA POWER
TACOMA PUBLIC UTILITIES

evergreen OPTIONS™
A POWERFUL CHOICE FROM TACOMA POWER

Evergreen Options

Welcome to Tacoma Power's green power program - **EverGreen Options**.

Sign up for **EverGreen Options** green power and receive **two free bags of coffee and a mug** while supporting green power.

We're pleased to announce that, **Tacoma Power** is partnering with **KINGS TV, Puget Sound Energy, Snohomish Public Utility District, the Bonneville Environmental Foundation, and Batdorf & Bronson** to promote green power in the Puget Sound area. We're currently conducting this green power campaign featuring **KINGS TV** ads, utility bill inserts, the Internet.

Thanks to the generous offer of **Batdorf & Bronson**, all customers who sign-up for **EverGreen Options** green power will receive a free gift of coffee and a mug. This is a limited offer and is good only while supplies last.

Sign up for **EverGreen Options** - [residential](#) | [business](#)

Tacoma's EverGreen Options program?

Residential customers can choose from three different participation levels:

	Levels	Cost per Month	Kilowatt hour Equivalent
Residential	Frog	\$3.00	200 kWh
	Salmon	\$6.00	400 kWh
	Otter	\$10.00	667 kWh

Customers who receive their bill every two months will see the monthly amount they choose double on their bill. For example, the frog level will be six dollars for the two-month billing period. The charges for the EverGreen Options program are in addition to your existing bill. These charges are fixed at a set monthly rate and will not vary from month to month unless you choose to change your participation level.

Business customers - [Click here](#) for green power support levels and sign-up.

And, here is part of the landing page for Tacoma Power!

BEF and Batdorf & Bronson also created custom landing pages for the campaign.



The Bill Inserts

Each utility designed and distributed a special bill insert for the campaign

It's Easy Being Green

Signing up for Green Power is easy. Just call us at 1-800-942-1482, visit our website (www.pse.com), or complete the form below and return it with your utility payment.

☐ Yes, I am interested in purchasing Green Power from PSE to support renewable and environmentally friendly electric power!.

First Name _____ Last Name _____

Service Street Address _____

City _____ State _____ Zip _____

FE Act# Number (you will sign number on the upper right corner of your monthly statement)

☐ Sign me up for as free as possible with energy savings tips.

Street Address _____

Many of our customers tell us they would pay 10% more (\$300k, \$6 per month) to support Green Power. Please choose the amount you wish to add to your monthly electric bill to support Green Power.

☐ \$4 premium payment ☐ \$6 ☐ \$8 ☐ \$10

☐ \$12 ☐ \$14 ☐ Other (you write in): _____

Your Green Power purchase will remain on your statement each month until you call us at 1-800-942-1482 to cancel your participation.

PSE **PUGET SOUND ENERGY** **pse.com**

*Available to PSE electric customers only.

Free Gift

A New Generation Of Renewable Energy Has Arrived

SIGN UP NOW FOR YOUR FREE GIFT

WHAT IS GREEN POWER? Green power is electricity generated from renewable, non-polluting resources such as wind and solar, which can be used over and over. The more Green Power we use the less we harm the environment.

YOU CAN MAKE A DIFFERENCE. By signing up for Green Power through Tacoma Power you can help reduce water and air pollution. Your participation supports the future development of renewable resources, right here in the Northwest.

For a limited time, when you sign up for Green Power you will receive two 12oz bags of gourmet coffee and a coffee mug* from Balducci & Bronson, America's first green powered coffee company.

BALDUCCI & BRONSON
Coffee Roasters

*One good coffee supplied.

We cannot stress sign up to Green Power.

TACOMA II POWER
TACOMA PUBLIC UTILITIES

How to sign up?
You can sign up online at www.tacomapower.com/greenpower, call (253) 503-8619, fax (253) 503-8276 or mail this to:

Energy Services 4th floor
Tacoma Power
PO Box 11067
Tacoma WA 98411-9816

Yes! Sign us up for EverGreen Options from Tacoma Power.
Please add to our monthly electric bill:

	Residential	Small Business*	Large Business*
Level 1	<input type="checkbox"/> \$1 (200 kWh)	<input type="checkbox"/> \$ 6 (500 kWh)	<input type="checkbox"/> \$10 (2,000 kWh)
Level 2	<input type="checkbox"/> \$6 (500 kWh)	<input type="checkbox"/> \$12 (1000 kWh)	<input type="checkbox"/> \$60 (5,000 kWh)
Level 3	<input type="checkbox"/> \$10 (500 kWh)	<input type="checkbox"/> \$20 (1,000 kWh)	<input type="checkbox"/> \$100 (5,000 kWh)

*Based on account type with Tacoma Power. Call 253-503-8619 if you are not sure of your account type.

Account Number: _____ Phone: _____

Name or Business Name: _____

Address: _____

City / State / Zip: _____

Signature: _____ Date: _____

Contact Name for Business: _____

evergreen OPTIONS
A TACOMA POWER PROGRAM

Sign up now and get a FREE gift. See reverse side for details.



Batdorf & Bronson's Contribution

The campaign partners all agreed that Batdorf & Bronson's contribution of 3,000 coffee "gift packs" was an important factor in driving customers to sign up

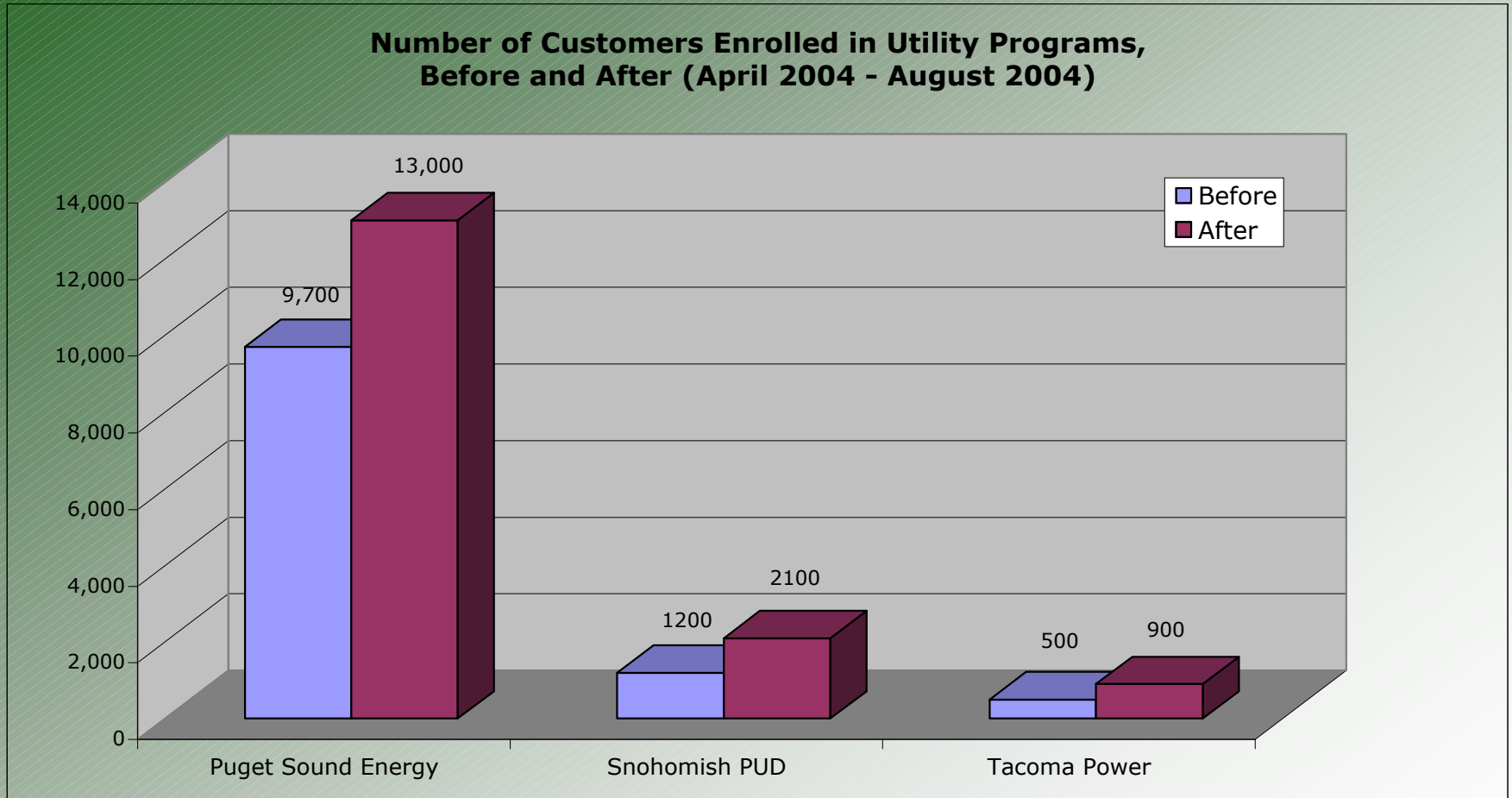
QuickTime™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture.

Total Media Delivery

Media exposure included:

- Television spots: almost 15 million impressions
- E-mail campaign: about 80,000 messages
- KING 5 homepage:
 - About 5 million impressions
 - About 1,600 “click-throughs”
- Utility bill inserts:
 - About 2 million for PSE (multiple inserts for some customers)
 - 294,000 for Snohomish PUD
 - 170,000 for Tacoma Power
- And press releases, distributed to a media list of about 2,600

Utility Program Participation



For More Information, Please Contact:

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tomstarrs@B-E-F.org

<http://www.B-E-F.org>

